



TRADE SHOW OPPORTUNITY



INTERNATIONAL FOOD AND DRINK EXHIBITION

LONDON, ENGLAND

The Show:

The International Food and Drink Exhibition (IFE) is the United Kingdom's largest such exhibition. Organized by FreshRM (in conjunction with its U.S. partner, Reed Exhibition Companies), IFE typically attracts over 25,000 visitors from around the world.

Location:

ExCel, Royal Docks
London, England

Dates:

March 23-26, 2003

Deadline:

Jan. 24, 2003

The Market:

The United Kingdom is the ninth largest export market for U.S. agricultural products. Best product prospects include wines, beer, tree nuts, processed fruits and vegetables, fresh fruits, sauces and marinades, confectionery, snack foods, egg products, non-soy vegetable oil, organic products, soft drinks, bakery ingredients, seafood and frozen foods. With a common language, a strong economy, and similar consumer preferences and trends, the United Kingdom is clearly a viable market of choice for U.S. companies looking to increase export sales.

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